



A&S Powersports Announces the Launch of its New Website Featuring Arctic Cat, Vespa, and Rokon

A&S Powersports in Roseville, CA announces the launch of its on-line superstore for enthusiasts of Arctic Cat, Vespa/Piaggio, and Rokon.

ROSEVILLE, CA ([PRWEB](#)) December 14, 2005 -- A&S Powersports in Roseville, CA announces the launch of its on-line superstore for enthusiasts of Arctic Cat, Vespa/Piaggio, and Rokon.

A&S Powersports is the non-BMW line of business for A&S Motorcycle Parts. A&S BMW Motorcycles is the recognized leader on the internet among BMW enthusiasts for its excellent service, selection, and value-added features. A&S Powersports expands that tradition to the powersports and scooter markets offering parts and accessories for Arctic Cat Snowmobiles and ATVs, Vespa and Piaggio scooters, and Rokon two-wheel drive motorcycles.

“At A&S, we know from experience how to create a phenomenal website that caters to the enthusiast,” says Todd Shafer, A&S Powersport’s Internet Sales and Operations Manager. “We’ve created, re-created, and improved our BMW website so that we are known as the leader among BMW owners. It’s time to offer that same level of excellence to enthusiasts of our other lines: Arctic Cat, Vespa/Piaggio, and Rokon.”

“We’re doing for the Arctic Cat, Vespa and Rokon markets what we did for BMW Motorcycles. We’re creating a premiere internet shopping experience that provides our customers with the best possible shopping experience that everyone else in the industry will see as a benchmark of excellence.”

The initial launch of the new website features an extensive selection of parts and accessories, as well as intuitive navigation, excellent customer service, and relevant news and information. The design allows visitors to quickly find the products or information they are looking for. Once a customer has placed an order, they are able to recall their entire order history with A&S, as well as track recent orders and receive detailed customer service information.

Shafer goes on to add: “We’ve designed a website that mirrors as closely as possible the excellent experience a customer has when they shop in our physical showroom (with the benefit of a vastly larger selection that online shopping provides). Our intelligent merchandising system will present relevant products to our online guest based on what they are looking at or have added to their shopping cart in the past. There are so many excellent products available for these brands, and our site is built to make sure that our on-line guests know about as many of them as possible.”

A&S Powersports plans to implement other advanced features to its website in the near future including: the ability to chat in real-time with it’s knowledgeable and experienced sales staff and service personnel; find OEM service and replacement parts via an interactive microfiche; as well as shop for tens of thousands of other products for all makes and models of motorcycles via its advanced online parts catalog system.

ABOUT A&S Powersports – A&S Powersports is a member of A&S Motorcycle Parts Inc. which also includes A&S BMW Motorcycles which is the number one BMW Dealership in the country. Headquartered in Roseville CA, A&S been operating a successful online superstore since 1999.



For Additional Information, Please Contact:

A&S Powersports

Todd Shafer – Internet Sales and Operations

<http://www.aspowersports.com>

1-800-689-9893

###

**Contact Information****Todd Shafer**

A&S POWERSPORTS

<http://www.aspowersports.com>

800-689-9893

Online Web 2.0 VersionYou can read the online version of this press release [here](#).